



WEWS

# ORDER

Print Date 08/27/12

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Flight Dates **08/28/12-09/03/12**

Contract / Revision      **309304 /**      **Political**

Original Date / Revision      Agency Com      15%

08/27/12    08/27/12      Billing Contact

Advertiser **Mandel/ Republican/ U.S. Se**  
**7669 Stagers Loop**  
**Delaware, OH 43015**

Agency    **Strategic Media Placement**

Buying Contact      Sales Office    WEWSL  
Sales Region    LOC  
Agency Ref

**3946 North Hampton Drive**  
**Powell, OH 43065**

Primary Account Executive  
 WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		

Order Sep      00:30:00

Estimate #

Alt Order #

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Demographic    A35+

Rev Codes      POL      POL      CAND

Product Codes PL

Priority      P-1

Advertiser Ref

Order Share 100%    Market Value 40350

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	30	\$34,297.50	\$40,350.00	0.00	08/27/12	09/03/12	30	\$34,297.50	\$40,350.00
Totals	30	\$34,297.50	\$40,350.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	08/28/12	09/03/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	-----	:30	0	\$850.00	P-1	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-T-T---				2		\$850.00		0.00			
		Week: 09/03/12	09/09/12	-----				0		\$0.00		0.00			
N 2	WEWS	08/28/12	09/03/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	-----	:30	0	\$850.00	P-1	0.00	NM	5	\$4,250.00



**WEWS**

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Contract / Revision      **309304**      Flight Dates **08/28/12-09/03/12**

Hiatus Dates

Original Date / Revision    08/27/12/    08/27/12

Order Sep    00:30:00

Advertiser    **Mandel/ Republican/ U.S. S**    Product **Political**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WEWS	08/28/12	09/03/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	-----	:30	0	\$850.00	P-1	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	- TWTF--					4	\$850.00		0.00			
		Week: 09/03/12	09/09/12	M-----					1	\$850.00		0.00			
N 3	WEWS	08/28/12	09/03/12	M-F 9-10a M-F 9-10a	CM	9-10a	M-W----	:30	0	\$700.00	P-1	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	- T-T---					2	\$700.00		0.00			
		Week: 09/03/12	09/09/12	M-----					1	\$700.00		0.00			
N 4	WEWS	08/28/12	09/03/12	M-F 12pm News M-F 12p News	CM	12-1p	-----	:30	0	\$700.00	P-1	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	--W-F--					2	\$700.00		0.00			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
N 5	WEWS	08/28/12	09/03/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	-----	:30	0	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	- T-T---					2	\$1,200.00		0.00			
		Week: 09/03/12	09/09/12	M-----					1	\$1,200.00		0.00			
N 6	WEWS	08/28/12	09/03/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	-----	:30	0	\$1,600.00	P-1	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	- TWTF--					4	\$1,600.00		0.00			
		Week: 09/03/12	09/09/12	M-----					1	\$1,600.00		0.00			
N 7	WEWS	08/28/12	09/03/12	SA-SU 6-630p News SA-SU 6-630p News	CM	6-630p	-----	:30	0	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S					1	\$1,200.00		0.00			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
N 8	WEWS	08/28/12	09/03/12	M-F 7-730p 7-730p Wheel	CM	7-730p	-----	:30	0	\$2,400.00	P-1	0.00	NM	3	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	- TW-F--					3	\$2,400.00		0.00			
		Week: 09/03/12	09/09/12	-----					0	\$2,400.00		0.00			
N 9	WEWS	08/28/12	09/03/12	M-F 11-1135P Late News M-F 11-1135P Late News	CM	11-1135p	-----	:30	0	\$2,400.00	P-1	0.00	NM	4	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	- T-TF--					3	\$2,400.00		0.00			
		Week: 09/03/12	09/09/12	M-----					1	\$2,400.00		0.00			
N 10	WEWS	08/28/12	09/03/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----	:30	0	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S-					1	\$650.00		0.00			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
N 11	WEWS	08/28/12	09/03/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----	:30	0	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S					1	\$650.00		0.00			
		Week: 09/03/12	09/09/12	-----					0	\$650.00		0.00			
<b>Totals</b>														<b>30</b>	<b>\$40,350.00</b>